

## TABLE OF CONTENT

<b>APPROVAL SHEET</b> .....	i
<b>PLAGIARISM-FREE STATEMENT</b> .....	ii
<b>ACKNOWLEDGEMENT</b> .....	iii
<b>ABSTRACT</b> .....	iv
<b>INTISARI</b> .....	v
<b>TABLE OF CONTENT</b> .....	vi
<b>LIST OF TABLES</b> .....	ix
<b>LIST OF FIGURES</b> .....	x
<b>LIST OF APPENDIXES</b> .....	xi
<b>CHAPTER 1: INTRODUCTION</b>	
1.1 RESEARCH BACKGROUND.....	1
1.2 PROBLEM STATEMENT .....	5
1.3 RESEARCH AIM .....	6
1.4 RESEARCH OBJECTIVES .....	6
1.5 RESEARCH AUTHENTICITY .....	6
1.6 RESEARCH BENEFITS .....	9
1.6.1 Theoretical Benefits.....	9
1.6.2 Practical Benefits .....	9
<b>CHAPTER II: LITERATURE REVIEW</b>	
2.1 ZOO AND WILDLIFE .....	10
2.1.1 Zoo Definition.....	10
2.1.2 Wildlife definition .....	11
2.2 ZOO TOURISM .....	12
2.2.1 Tourism Components.....	14
2.2.2 Zoo’s Attraction.....	15
2.3 VISITOR EXPERIENCES .....	18
2.3.1 Implementation of Digital Technology in Zoo to Enhance Visitor Experience .....	20
2.4 ZOO TOURISM MANAGEMENT.....	25
2.4.1 Welfare and Ethics on Wildlife and Zoo Animals .....	28
2.4.1.1 Five Freedom Principles .....	28
2.5 CONCEPT DEFINITION AND THEORETICAL FRAMEWORK.....	31
2.6 HYPOTHESIS .....	36
<b>CHAPTER III: RESEACRH METHODOLOGY</b>	
3.1 SITE SELECTION .....	37
3.2 DATA COLLECTION METHODS .....	37
3.2.1 Preliminary Study .....	38

3.2.2	Observation .....	39
3.2.3	Interview .....	40
3.2.4	Questionnaire .....	41
3.3	RESEARCH VARIABLE.....	42
3.4	SAMPLING METHODS .....	44
3.4.1	Respondent Selection .....	44
3.5	DATA ANALYSIS METHOD.....	46
3.5.1	Qualitative Data Analysis Method .....	47
3.5.2	Quantitative Data Analysis Method .....	48
3.5.2.1	Research Instruments Testing .....	50
3.5.2.2	Quantitative Data Analysis Technique.....	56
 <b>CHAPTER IV: GENERAL DESCRIPTION OF THE RESEARCH LOCATION</b>		
4.1	HISTORY OF GEMBIRA LOKA.....	61
4.2	YAYASAN GEMBIRA LOKA.....	62
4.3	PT BUANA ALAM TIRTA (PT BAT).....	65
4.3.1	Organisational List of Gembira Loka Zoo .....	66
4.4	VISITATION NUMBER .....	67
4.5	ACHIEVEMENTS OF GEMBIRA LOKA ZOO.....	68
 <b>CHAPTER V: RESULT AND DISCUSSION</b>		
5.1	THE MANAGEMENT OF 4A'S TOURISM COMPONENT AT GEMBIRA LOKA ZOO .....	72
5.1.1	Attraction of Gembira Loka Zoo .....	76
5.1.1.1	Touch .....	76
5.1.1.2	Learn .....	80
5.1.1.3	Ride and Play .....	82
5.1.2	Accessibility .....	84
5.1.3	Amenities and Facilities .....	89
5.1.4	Ancillary .....	95
5.2	4AS' TOURISM COMPONENTS MANAGEMENT IN RELATION WITH VISITORS EXPERIENCE.....	102
5.2.1	Respondents Profile.....	103
5.2.1.1	Respondent Understanding on the Concept of Zoo Tourism.....	108
5.2.2	Respondent Perception on the Accessibility Management at Gembira Loka Zoo .....	111

5.2.3	Respondent Perception on the Attraction Management at Gembira Loka Zoo.....	112
5.2.4	Respondent Perception on the Facilities and Amenities Management at Gembira Loka Zoo .....	113
5.2.5	Respondent Perception on the Ancillary Management at Gembira Loka Zoo .....	115
5.2.6	Recapitulation on Respondent Perceptions on 4As' Tourism Components Management of Gembira Loka Zoo.....	116
5.3	IMPACT OF 4AS' TOURISM COMPONENTS MANAGEMENT ON VISITORS EXPERIENCE .....	119
<b>CHAPTER VI: CONCLUSION AND RECOMMENDATION</b>		
6.1	CONCLUSION .....	129
6.2	RESEARCH LIMITATION .....	130
6.3	RECOMMENDATION .....	131

## LIST OF TABLES

Table 1.1 Previous Studies.....	7
Table 2.1 Visitors Experience for Best Zoo and Worst Zoo.....	19
Table 2.2 Inferences of Dhaka Zoo Management.....	20
Table 3.1 Variables' Operational Table.....	26
Table 3.2 Total Visitors Number of Gembira Loka Zoo.....	42
Table 3.4 Score Interpretation Category.....	45
Table 3.5 Result of Validity Test.....	50
Table 3.6 Result of Reliability Test.....	52
Table 3.7 Correlation-test: Durbin Watson.....	56
Table 3.8 Linearity Assumption Test.....	58
Table 4.1 Organisational Structure.....	59
Table 4.2 Achievement and Awards of Gembira Loka Zoo.....	66
Table 5.1 List of Activities for Catch Zone.....	70
Table 5.2 List of Animal Collection at Gembira Loka Zoo.....	78
Table 5.3 List of Ride Activities and Price.....	80
Table 5.4 Respondent Profile.....	83
Table 5.5 Purpose of Visit.....	104
Table 5.6 Function of Zoo.....	107
Table 5.7 Cross-Tabulation: Activity Elimination*Visitor Experience.....	108
Table 5.8 Respondent Perception on Accessibility Management of Gembira Loka Zoo.....	110
Table 5.9 Respondent Perception on Attraction Management of Gembira Loka Zoo.....	111
Table 5.10 Respondent Perception on Facilities and Amenities Management of Gembira Loka Zoo.....	112

Table 5.11 Respondent Perception on Ancillary Management of Gembira Loka Zoo.....	114
Table 5.12 Recapitulation of 4As' Tourism Components Management based on Visitors Perspectives.....	115
Table 5.13 Recapitulation of Visitors Experience on 4As' Tourism Components Management.....	116
Table 5.14 Recommendation for Improvement.....	127

## LIST OF FIGURES

Figure 2.1 Attraction: Touch Activites.....	15
Figure 2.2 Attraction: Touch Activites.....	15
Figure 2.3 Attraction: Learn Activities.....	16
Figure 2.4 Attraction: Learn Activities.....	16
Figure 2.5 Attraction: Ride Activities.....	18
Figure 2.6 Attraction: Ride Activities.....	18
Figure 2.7 Attraction: Play Area.....	21
Figure 2.8 Attraction: Play Area.....	22
Figure 2.9 Touch Screen Monitor.....	25
Figure 2.10 I-Beacon/ Websites.....	33
Figure 2.11 Promotion Posters.....	35
Figure 2.12 Research Framework.....	57
Figure 2.13 Relation of Variables.....	60
Figure 3.1 Histogram of Normality Test.....	67
Figure 3.2 Normality Scatterplot.....	74
Figure 4.1 East Entrance Gate of Gembira Loka Zoo.....	75
Figure 4.2 Gembira Loka Zoo Visitation Barchart.....	77
Figure 5.1 Attraction Zoning of Gembira Loka Zoo.....	79
Figure 5.2 Tourist Map of Gembira Loka Zoo.....	80
Figure 5.3 Petting Zoo.....	82
Figure 5.4 Catch Zone.....	83
Figure 5.5 Bird and Reptile Interaction Zone.....	84
Figure 5.6 Bird Show.....	85
Figure 5.7 Ride Activities.....	86
Figure 5.8 Arboretum Entrance.....	87
Figure 5.9 Location Map of Gembira Loka Zoo.....	87

Figure 5.10 Broken Pavement.....	88
Figure 5.11 Vehicle and Visitor Route.....	88
Figure 5.12 Stairs and Ramp Facilities.....	89
Figure 5.13 Forest Bicycle Route.....	90
Figure 5.14 Evacuation route.....	91
Figure 5.15 Parking Area.....	91
Figure 5.16 Rest Area.....	92
Figure 5.17 Toilet.....	93
Figure 5.18 Signage.....	94
Figure 5.19 Information Board.....	95
Figure 5.20 Pray Room.....	96
Figure 5.21 Website Page and Tourist Map QR Code.....	97
Figure 5.22 Museum.....	98
Figure 5.23 Zookeeper.....	99
Figure 5.24 CHSE Elements.....	100
Figure 5.25 Souvenir Store.....	101
Figure 5.26 Revisit Total Pie Chart.....	106
Figure 5.27 Respondent Reason to Visit Barchart.....	107
Figure 5.28 Continuum Line Result for 4As' Tourism Component Management on Visitors' Perspective.....	119
Figure 5.29 Continuum Line Result for Visitors Experience on 4As' Tourism Component Management.....	122
Figure 5.30 Overall Satisfaction Pie Chart.....	124
Figure 5.31 Potential to Spread Word of Mouth Result.....	124
Figure 5.32 Improvement Aspect in the view of Respondent.....	126

## LIST OF APPENDIXES

Appendix 1 Research Permit.....	139
Appendix 2 Observation Checklist.....	140
Appendix 3 Interview Guildlines.....	141
Appendix 4 Survey Questionnaire.....	142
Appendix 5 Observation Result Reduction.....	152
Appendix 6 Respondent Recommendation on Survey Questionnaire.....	157
Appendix 7 Result from Interview.....	163
Appendix 8 Result for Classic Normality Test.....	170
Appendix 9 Scoring Result for Respondent Experience.....	171